SOCIAL VOTING-BASED CAMPAIGNS IN SEARCH

CROSS-REFERENCE TO RELATED APPLICATIONS

This application claims the benefit of and priority to U.S. Prov. Ser. No. 61/897,758 filed on Oct. 30, 2013, the disclosure of which is expressly incorporated herein by reference in the entirety.

SUMMARY

This specification relates to supporting voting-based campaigns in search.

Implementations of the present disclosure are generally directed to selectively providing a voting user interface (VUI) with search results. In some implementations, the VUI is associated with a voting-based campaign, and a user can interact with the VUI to participate in the voting-based campaign.

In general, innovative aspects of the subject matter described in this specification can be embodied in methods that include actions of determining that a voting user interface (VUI) is to be provided with search results, the VUI enabling a user to submit one or more votes in a voting-based campaign; receiving social content, the social content having been distributed using one or more social networking services; receiving search results that are responsive to a search query; and transmitting instructions to display the search results and the VUI, the VUI including the social content.

Other implementations of this aspect include corresponding systems, apparatus, and computer programs, configured to perform the actions of the methods, encoded on computer storage devices.

These and other implementations can each optionally include one or more of the following features. For example, the social content is displayed in the VUI in response to user input to the VUI, the user input indicating a vote of the user. The social content includes content associated with one or more contacts of the user within the one or more social networking services. The social content is associated with an entity, the entity being associated with the voting-based campaign. The entity includes a participant in the voting-based campaign. The entity includes a user that submitted the search query and that uses the VUI to participate in the voting-based campaign. The social content is associated with a plurality of entities, each entity associated with the voting-based campaign, wherein the user can vote for one or more of the entities using the VUI. Receiving user input indicating a vote for an entity contestant that is participating in the voting-based campaign. At least partially in response to receiving the user input, prompting the user to participate in a group. The group includes a group of a social networking service, the group being usable to distribute content within the social networking service. The VUI includes a gaming interface, the gaming interface enabling the user to guess an outcome of voting in the voting-based campaign. Updating the search results based on the user input indicating the vote. Updating the social content based on the user input indicating the vote. The search results include one or move video-based results.

Particular implementations of the subject matter described in this specification can be implemented so as to realize one or more of the following advantages. Implementations of the present disclosure provide a channel, through which users can participate in voting-based campaigns. In this manner, more users are able to participate in voting-based campaigns, pro-

viding a more accurate reflection of user preferences. Further, by enabling users to participate through search or a search engine results page (SERP), users can be more informed in the votes they make based on information surfaced in search results.

The details of one or more implementations of the subject matter described in this specification are set forth in the accompanying drawings and the description below. Other features, aspects, and advantages of the subject matter will become apparent from the description, the drawings, and the claims.

BRIEF DESCRIPTION OF THE DRAWINGS

FIG. 1 depicts an example environment in which users can interact with one or more computer-implemented services.

FIGS. 2A-2D depict an example search results page including an example voting user interface (VUI).

FIG. 3 depicts an example process that can be executed in accordance with implementations of the present disclosure.

FIG. 4 depicts an example process that can be executed in accordance with implementations of the present disclosure

Like reference numbers and designations in the various drawings indicate like elements.

DETAILED DESCRIPTION

FIG. 1 depicts an example environment 100 in which users can interact with one or more computer-implemented services. Example computer-implemented services can include a search service, an electronic mail service, a chat service, a document sharing service, a calendar sharing service, a photo sharing service, a video sharing service, a blogging service, a micro-blogging service, a social networking service, a location (location-aware) service, a check-in service, and a ratings and review service. In the example of FIG. 1, a search service is depicted, which is discussed in further detail herein. It is appreciated, however, that implementations of the present disclosure can include one or more computer-implemented services, such as the examples described herein.

With continued reference to FIG. 1, a search system 120 provides search services. The example environment 100 includes a network 102, e.g., a local area network (LAN), a wide area network (WAN), the Internet, or a combination thereof, that connects web sites 104, user devices 106, and the search system 120. In some examples, the network 102 can be accessed over a wired and/or a wireless communications link. For example, mobile computing devices, such as smartphones, can utilize a cellular network to access the network. The environment 100 may include millions of web sites 104 and user devices 106.

In some examples, a web site 104 is provided as one or more resources 105 associated with a domain name and hosted by one or more servers. An example web site is a collection of web pages formatted in an appropriate machine-readable language, e.g., hypertext markup language (HTML), that can contain text, images, multimedia content, and programming elements, e.g., scripts. Each web site 104 is maintained by a publisher, e.g., an entity that manages and/or owns the web site.

In some examples, a resource 105 is data provided over the network 102 and that is associated with a resource address, e.g., a uniform resource locator (URL). In some examples, resources 105 that can be provided by a web site 104 include web pages, word processing documents, and portable document format (PDF) documents, images, video, and feed sources, among other appropriate digital content. The